

February 6th, 2013

TENZING partners advises EMRESA S.A. – Luxembourg Specialist in employee benefits, discount and concierge services – in a MBO transaction. FIELD SICAR invests in EMRESA S.A. in order to support the MBO and future expansion plans.

Emresa, better known as SYMPASS and ALADIN, was founded in 2003 by **Marc Neuen** in Luxembourg, and is based on a simple but innovative concept: it allows employees to take advantage from benefits and discounts which are provided by a large range of commercial & service partners. The Sympass benefits card offers discounted tickets (cinema, theme parks ...) and also discounts in many retail stores within the Greater Region.

Since 2008, the commercial offer was extended to include a concierge service company under the name of Aladin. Now employees can have a single point of contact for their private needs (laundry, ordering of flowers, car wash ...). Today Emresa is the leader in its market.

After having built up this success story, Marc Neuen, the founder of Emresa, wants to step back and focus on other activities while remaining as a shareholder closely involved in the development of the company. The first employee and current CEO, **Valerie Crauser**, contributed since the beginning to the success of the company and enters through this operation the shareholding of Emresa.

"**Field Sicar** is pleased to support the transmission and development of Emresa. The company will develop new growth sources in order to duplicate the model in the Belgian, German and French bordering areas, introduce the Sympass product and continuing to strengthen the Aladin services in Luxembourg. " said Philippe Denis, manager of FIELD SICAR.

About Field Sicar

Field Sicar is a fund, which is specialized in Leveraged-buy-out transactions in the East of France, the Grand Duchy of Luxembourg and the Walloon Region but also in adjacent areas of its target market, such as the Saarland, the Nord Pas de Calais, Brussels and Flanders. Most of Field investments are made in the context of LBO via minority or majority participations. The objective is to support niche companies with strong competitive advantages.

About TENZING partners

Tenzing partners is a Luxembourg, Paris and London based Corporate Finance boutique offering M&A and fundraising services to SMEs and Financial Investors. Tenzing partners has – as a member of the international network Globalscope – access to corporate finance and business advisers from more than 21 countries worldwide.

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